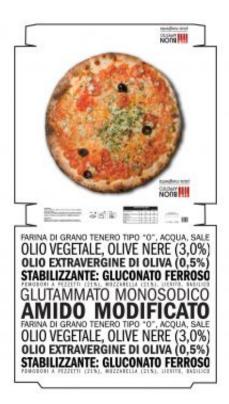
PACKAGING IPER-CORRETTO



Properties list:

information about content packaging as a new medium information accessibility end-user packaging extra-use of packaging range of products concept snacks pasta, rice and grains bakery and bread folding carton pouch flow-pack plastics cardboard and paper contemporary identity by typography photo to describe identity by photo

Very frequently there is no correspondence between the real product and its representation. Is it possible to call the consumer's attention without deceiving? The project PACKAGING IPER-CORRETTO (HYPER-CORRECT PACKAGING) aims to give an answer to this question. The proposed solution intends to communicate with extreme correctness merits and flaws of the product. The exaggeration and the total transparency become a way to awaken the consumer towards the theme of deceiving communication in the project of food packaging.

Reference:

Credits:

Country: Italy Year: 2008 School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2008-2009, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Chiara Diana

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Other images:

